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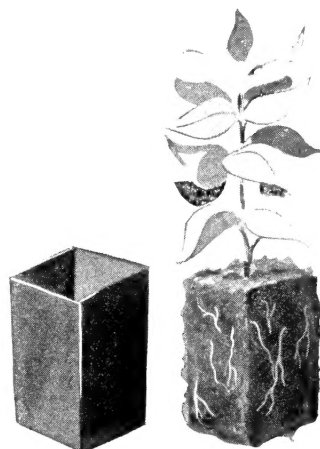
# You Profit 3 Ways With BIRD GROWING AIDS

- **Better Plants Earlier**
- **Premium Prices**
- **Repeat Business**



## NUTRIENT-TREATED VITA-BANDS for Vigorous Plants

More and more growers throughout the United States and Canada are getting better results with nutrient-treated Vita Bands, the self-feeding plant bands that assure vigorous, well-balanced growth. See page 2 for details, page 3 for prices.



## BIRD RED POTS for Safe Shipping



Both shippers and growers profit when plants are shipped safely. The sure way is in Bird Red Pots . . . sturdily made to protect root-ball from breakage or disturbance. Inner wax coating retards drying out. Details, prices, page 3.



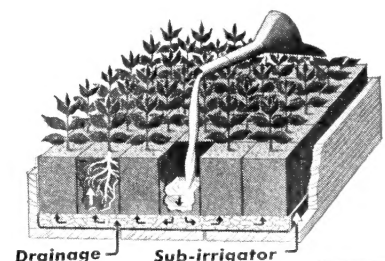
## TOM THUMB FLATS for Convenient Packaging

Used with Vita-Bands, Tom Thumb Flats provide an easy, economical way to sell *potted* annuals and vegetables in dozen lots. Get the premium prices potted plants bring with this attractive, sales-building "take-home" package. Description page 4, prices page 3.

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## SUB-IRRIGATORS for Better Seed Germination

Ideal for germinating seeds, growing transplants and potted plants. Irrigates scientifically from the bottom up . . . helps control damping off, maintains more even moisture conditions for rapid, vigorous growth. Priced at \$5 per 100 or \$2.50 for trial package of 25. Write for free descriptive booklet to Bird & Son, inc. When ordering through distributor, give inside dimensions of flat.



# GROWERS ENDORSE

## VITA-BANDS 9 to 1

After three years' experimenting with Vita-Bands, Arthur Peterson of Lexington, Mass., famed carnation grower, now uses them exclusively as photo shows. He is but one of many growers who have tested Vita-Bands and adopted them exclusively.



Again this year, a nation-wide survey of Vita-Band users brought overwhelming endorsement of this self-feeding plant band. Of growers queried, almost all — more than 92% — said results were "good" or "excellent". And, even more revealing, practically every grower reporting plans to use Vita-Bands again next year.

**BUILT-IN NUTRIENTS . . .** Self-feeding Vita-Bands are instantly responsive to plants' slightest food needs. Plants use this reserve *before*, not *after*, showing signs of nutrient deficiency. That means well-balanced, vigorous growth, generally eliminates chemical feeding.

**END TRANSPLANTING SETBACK . . .** Vita-Bands guard plants from root shock, save 1 to 3 weeks' setback when benched or bedded. You can transplant with a minimum of rootball disturbance, thus minimizing danger of a late crop or crop loss.

**RETAIN MOISTURE . . .** The sturdy fibre resin construction of Vita-Bands keeps moisture in, ends the danger from quick-drying days. Vita-Bands save time by reducing watering frequency.

**SAVE POTTING TIME . . .** Field tests prove it takes less time to pot plants in Vita-Bands than in round pots. Vita-Bands can be set up in flats at odd moments ahead of transplanting time. A whole flat of bands is filled with soil at one time as illustrated. In many instances potting time is halved. From 35 to 100 plants (depending on band size) can be handled in one flat right up to benching time.

**IDEAL FOR GROWING AND SHIPPING . . .** Vita-Bands save you time in growing and shipping — they save the receiver time, too. You ship right in the bands — no knocking out with chance of damage to rootball. He can re-pot easily . . . or store in bands for weeks after receipt, a boon in busy seasons. For local delivery, leave banded plants in flats and exchange flats with receiver. For shipping, plants are left right in the bands — eliminating transfer to shipping pots or rootball wrapping. The square bands fit perfectly in cases, pack easily without jamming, can't slide, keep plants in top condition.

### JIFFY SET-UP AND REMOVAL



No time consuming locks or slots, no wetting, no prying open. Set up as you pick it up. No cutting to remove — just tear away.



### EASY TO USE

Just fill Vita-Bands with shovel. Firm and level off soil. Plant seedlings.

### SAVE SPACE

Vita-Bands hold as much soil as round pots  $\frac{1}{2}$ " to 1" larger. They save up to 50% bench space over round pots. See table below.

#### PLANT BANDS

Size (Inches)	Soil Content (Cubic Inches)
1 $\frac{3}{4}$ x 2 $\frac{1}{2}$	7 $\frac{1}{2}$
2 x 2 $\frac{1}{2}$	10
2 x 3	12
2 $\frac{1}{2}$ x 3	19
3 x 3	27
3 x 4	36

#### CLAY POTS

Size (Inches)	Soil Content (Cubic Inches)
2	3 $\frac{1}{2}$
2 $\frac{1}{4}$	5
2 $\frac{1}{2}$	7
3	12
3 $\frac{1}{2}$	19
4	28
5	55

Comparative  
SOIL CONTENT  
Plant Bands  
vs  
Clay Pots

### VITA-BAND 40

For all-round use, especially longer growing periods of approximately 40 weeks. Built-in nutrients make chemical feeding unnecessary in most cases, assure vigorous, well-balanced growth. Ideal for carnations.

### VITA-BAND 10

For shorter growing periods of approximately 10 weeks as the name implies. A low-priced nutrient-treated band producing growing results similar to Vita-Band 40.



Note the firm, undisturbed rootball in this photo of a Vita-Band grown plant. Plants like this go ahead faster, mature earlier for higher prices.

# BIRD RED POT SHIPPING ASSURES PROFITS FOR SHIPPER *and* GROWER

Actual Shipments Prove Plants in *Bird Red Pots*  
Arrive Undamaged *Go Ahead Faster*



## ← HERE'S THE PHOTOGRAPHIC EVIDENCE

These two plants, part of a test shipment, were grown and shipped under identical conditions, except that half the shipment was paper-wrapped, half had Bird Red Pot protection. Plant at left with broken, dried-out rootball is typical of the headaches paper-wrapping brings. But note the firm, still-moist rootball of the plant at the right. That's what comes when plants have Red Pot protection in transit!

## HOW RED POTS BENEFIT SHIPPERS

When plants are shipped in Bird Red Pots, shippers can be sure their growing skill is not lost in transit. Receivers get plants in top shape, can re-pot them with minimum loss. Plants shipped in Red Pots go ahead faster, for higher prices. That means goodwill for the shipper—and repeat business.

## HOW RED POTS BENEFIT RECEIVERS

Receivers report that Red Pots keep rootball in top shape ready to resume growth quickly without costly nursing to reestablish. This prevents falling behind growing schedules — frequently brings crops in early, for higher prices. Thus, time is saved, profits are protected. Further, if plants arrive on a busy day or just before a week-end, they may be safely held in Red Pots until a convenient planting time.

### PLANT BANDS

Sold in units of 1000 only	PRICE LIST AND SIZES IN INCHES					
	1 1/2 x 1 1/2 x 2 1/2	2 x 2 x 2 1/2	2 x 2 x 3	2 1/2 x 2 1/2 x 3	3 x 3 x 3	3 x 3 x 4
"VITA-BAND 40"						
East of Rocky Mts. per M	4.25	4.70	5.05	5.20	6.30	7.35
West of Rockies & Tex. per M	4.95	5.45	5.95	6.25	7.50	8.85
"VITA-BAND 10"						
East of Rocky Mts. per M	2.90	3.25	3.75	4.15	4.55	5.90
West of Rockies & Tex. per M	3.35	3.75	4.35	4.90	5.35	6.95

### TOM THUMB FLAT AND PLANT BAND COMBINATIONS

PRICE LIST	Combination with "VITA-BAND 40" Plant Bands Per 1000 Sets		Combination with "VITA-BAND 10" Plant Bands Per 1000 Sets		Sold in units of 100 sets only	PRICE LIST	
	Size -1	Size -2	Size -1	Size -2		Size -1	Size -2
East of Rocky Mts. per M	78.30	85.00	62.40	67.85	East of Rocky Mts. per M	31.00	34.30
West of Rockies & Tex. per M	86.35	93.74	71.60	77.95	West of Rockies & Tex. per M	35.25	39.00

### BIRD FLOWER POTS

Sold in units of 1000 only	PRICE LIST AND SIZES IN INCHES							
	2"	2 1/4"	2 1/2"	3"	3 1/2"	4"	5"	6"
GREEN								
East of Rocky Mts. per M	8.75	8.75	9.40	10.60	14.05	16.55	22.35	29.30
West of Rockies & Tex. per M	8.95	8.95	9.70	11.00	14.60	17.25	24.00	30.95
RED								
East of Rocky Mts. per M	6.00	6.00	6.10	6.85	9.15	10.40	13.30	16.90
West of Rockies & Tex. per M	6.20	6.20	6.30	7.20	9.65	11.10	14.40	18.45



products of

**BIRD & SON, inc.**

EAST WALPOLE, MASS.



# CASH IN ON PREMIUM-PRICED POTTED ANNUALS with this attractive "take-home" package . . .

## VITA-BANDS and TOM THUMB FLATS

**EXTRA PROFITS FROM POTTED PLANTS . . .** Every grower knows that gardeners gladly pay more for potted stock . . . that potted stock means satisfied customers all along the line, more profits for the grower and retailer, more satisfaction for the home gardener. Firm, undamaged rootballs keep plant loss at a minimum, bring earlier harvest.

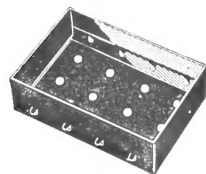
**EASIER SALES WITH POTTED PLANTS . . .** Retailers everywhere report that plants in Tom Thumb Flats and Vita-Bands sell easier, bring higher prices. Given the choice, customers pick the better plant every time. Quick stock turn means bigger profits—and bigger profits bring repeat business.

### Use the "take home" Business-Building Package — VITA-BANDS and TOM THUMB FLATS

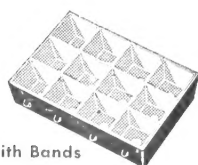
Vita-Bands are the simple, economical way to grow potted annuals—Tom Thumb Flats provide a profitable way to market them. In combination, it's a neat, eye-catching package that's easy for customers to carry home. Vita-Bands and Tom Thumb Flats build repeat business—and at a cost of only 8 to 9¢ per dozen plants!

#### CUSTOM PRINTING FOR REPEAT SALES

Get full recognition for the high quality of your plants by selling them in Tom Thumb Flats with your own brand name and advertising message. It's a sure way to build customer confidence, to make people conscious of your brand, and ask for it again next year. The cost is nominal. Ask your distributor for details.



Without Bands



With Bands

#### How to Use This Combination

Tom Thumb Flats are made of a rugged fibre resin material. Shipped flat, they occupy a minimum of storage space, can be set up quickly. Many growers start their plants in Vita-Bands on benches or in cold frames, transferring to Tom Thumb Flats just before selling. This permits grading to uniform size. The advanced plants can be sold first, permitting longer growth for smaller ones, assuring top prices for all.

#### Order from

**SOMERSET  
ROSE NURSERY, Inc.**  
P. O. Box 608  
NEW BRUNSWICK, N. J.